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1962 PROGRAMS AND TIMETABLES

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POT MUMS

YEAR ROUND & GARDEN VARIETIES

YODER BROTHERS, INC.

Barberton, Ohio
SH 5-2144

• Salinas, California
HA 4-0613

• Ft. Myers, Florida
OB 4-3057

YODER CHRYSANTHEMUM CUTTINGS PRICE LIST

Effective January 1, 1962

The list price for each variety is indicated by a price symbol that appears with the variety name in the flowering program charts.

Price Symbol	50 Only	Price per 100 cuttings			
		100-250	300-450	500-950	1000 and Up
5D	3.38	6.50	6.25	6.00	5.75
6A	3.50	6.75	6.50	6.25	6.00
6B	3.63	7.00	6.75	6.50	6.25
6C	3.75	7.25	7.00	6.75	6.50
6D	3.88	7.50	7.25	7.00	6.75
7A	4.00	7.75	7.50	7.25	7.00
7B	4.13	8.00	7.75	7.50	7.25
7C	4.25	8.25	8.00	7.75	7.50
7D	4.38	8.50	8.25	8.00	7.75
8A	4.50	8.75	8.50	8.25	8.00

DISCOUNTS FROM THE LIST PRICE INDICATED BY THE SYMBOL ARE DEDUCTED IN THIS ORDER

1. QUANTITY DISCOUNT is based on the number of cuttings purchased from Yoder Brothers for shipment within a 52 week period.

30,000	3%	100,000	7%
45,000	4%	125,000	8%
60,000	5%	150,000	9%
80,000	6%	180,000	10%

Write for details concerning discounts for programs larger than the above listed 52 week totals.

2. EARLY ORDER/PROMPT PAYMENT DISCOUNT — is determined by (a) the number of weeks an order is recorded at Yoder Brothers in advance of shipping date, (b) and is available when invoice is paid within 28 days after date of invoice.

Less than 6 weeks in advance	2%
More than 6 weeks but less than 18 weeks	7%
18 weeks or more	12%

IMPORTANT — Be sure to note that the QUANTITY DISCOUNT is deducted first from list price. From the amount remaining the EARLY/ORDER PROMPT PAYMENT discount is deducted.

BGA—Breeder Grower Agreement—BGA

1962 PROGRAM FOR PINCHED AND SINGLE STEM POTS



RECOMMENDED FLOWERING PERIODS

*See discount
schedule Page 2
Natural Price
Bloom Symbol

Variety	Resp.-Tmt.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.		
WHITE															
Monty	9 wk.—Med.			x x	x x	x x	x x				x	x x		Oct. 25	8A
BGA Quicksilver	9 wk.—Med.		x x	x x	x x	x x	x x	x x	x x	x x	x x			Oct. 25	6A
BGA Mercury (Feb. '62)	9 wk.—Tall				z z	z z	z z	z z	z z	z z	z z			Oct. 25	8A
BGA Snowclad	9 wk.—Med.		x x	x x	x x	x x	x x	x x	x x	x x	x x			Nov. 1	6A
Queen's Lace	9 wk.—Tall		x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 1	6B
Wilson' White	9 wk.—Short				x z	z z	z z	z z	z z	z z	z z			Nov. 1	7B
Poitevine Supreme	9 wk.—Short				x z	z z	z z	z z	z z	z z	z z			Nov. 1	8A
Malou	9 wk.—Short				o	o o	z z	z z	z z	z z	z z			Nov. 1	8A
Luna	9 wk.—Med.		x x	x x	x x	x x	x x	x x	x x	x x	x x			Nov. 1	8A
Imp. Ind. White	10 wk.—Tall	o o	o o	z z	z z	z z	z z	z z	z z	z z	z z	z o	o o	Nov. 5	5D
#3 Ind. White	10 wk.—Tall	o o	o o	z z	z z	z z	z z	z z	z z	z z	z z	z o	o o	Nov. 5	5D
BGA Snow Crystal	10 wk.—Tall	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 5	6A
Oregon	10 wk.—Short	x x	x x	x x	z z	z z	z z	x x	x x	x x	x x	x x	x x	Nov. 5	6A
BGA Commander (June '62)	10 wk.—Tall	z z	z z	z z	z z	z z					z z	z z	z z	Nov. 8	8A
Whiterion	10 wk.—Med.					x x	x x	x x	x x	x x	x x			Nov. 8	8A
BGA Chalk Cliff	10 wk.—Med.	x x	x x	x x	x x	x x					x x	x x	x x	Nov. 10	7A
BGA Starburst	10 wk.—Tall	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 10	8A
Pacesetter	10 wk.—Tall	x x	x x	x x	x x	x x					x x	x x	x x	Nov. 10	8A
BGA White Deluxe	10 wk.—Tall	z z	z z	z z	z z	z z					z z	z z	z z	Nov. 10	8A
BGA Ice Follies	10 wk.—Tall	x x	x x	x x	x x	x					x x	x x	x x	Nov. 10	6A
Little America	10 wk.—Tall	x x	x x	x x	x x	x x					x x	x x	x x	Nov. 10	6A
YELLOW															
Blazing Gold	8 wk.—Med.			x x	z z	z z	z z	z x	x x	x x	x x			Oct. 23	6D
BGA Sundial	9 wk.—Med.					x x	x x	x x	x x	x x	x x			Oct. 25	7B
BGA Discovery (June '62)	9 wk.—Med.	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Oct. 28	8A
Mrs. Wolfe	9 wk.—S.S.				o o	o o	o o	o o	o o	o o	o o			Nov. 1	8A
Gold Lace	9 wk.—Tall			x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 1	6B
Dark Wilson's Yellow	9 wk.—Short				x z	z z	z z	z z	z z	z z	z z			Nov. 1	8A
Imp. Ind. Yellow	10 wk.—Tall	o o	o o	z z	z z	z z	z z	z z	z z	z z	z z	z o	o o	Nov. 5	5D
Indianapolis Yellow	10 wk.—Tall	o o	o o	z z	z z	z z	z z	z z	z z	z z	z z	z o	o o	Nov. 5	5D
Indianapolis Gold	10 wk.—Tall					z z	z z	z z	z z	z z	z z	z z		Nov. 5	6B
Dark Ind. Yellow	10 wk.—Tall					z z	z z	z z	z z	z z	z z	z z		Nov. 5	7A
BGA Yellow Crystal	10 wk.—Tall	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 5	7A
BGA Golden Crystal	10 wk.—Tall	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 5	8A
BGA Capricorn	10 wk.—Med.					x x	x x	x x	x x	x x	x			Nov. 5	7A
Yellow Oregon Trail (Feb. '62)	10 wk.—Short			x x	x x	x x	x x	x x	x x	x x	x x	x x		Nov. 5	8A
BGA Luminary	10 wk.—Med.							x x x	x x	x x	x x			Nov. 5	7D
BGA Jackstraw	10 wk.—Med.	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 5	8A

Jan. Feb. Mar. Apr. May June July Aug. Sep. Oct. Nov. Dec.

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BGA—Breeder Grower Agreement—BGA



1962 PROGRAM FOR PINCHED AND SINGLE STEM POTS

RECOMMENDED FLOWERING PERIODS

*See discount
schedule Page 2
Natural Bloom Price
Symbol

Variety Resp.-Tmt. Jan. Feb. Mar. Apr. May June July Aug. Sep. Oct. Nov. Dec.

YELLOW continued

BGA Yellow Scepter	10 wk.—Med.				x x	x x	x x	x x	x x	x x	x x	x x		Nov. 5	8A
Yellow Delaware	10 wk.—Short	x x	x x	x x	z z	z z	z z	z z	z z	x x	x x	x x	x x	Nov. 8	5D
Gol. Yel. Princess Anne	10 wk.—Tall	z z	z z	z z	z z	x x					z	z z	z z	Nov. 10	6C
Cream Yel. Princess Anne	10 wk.—Tall	z z	z z	z z	z z	x x					z	z z	z z	Nov. 10	6D
BGA Yellow Deluxe	10 wk.—Tall	z z	z z	z z	z z	x x					z	z z	z z	Nov. 10	8A
BGA Splurge	11 wk.—Tall	x x	x x	x x	x x							x x	x x	Nov. 15	8A
Bonnaffon Deluxe	11 wk.—Med.	x x	x x	x x	x x	x x					x x	x x	x x	Nov. 20	5D
BGA Achievement	11 wk.—Tall	z z	z z	z z	z z							z z	z z	Nov. 20	8A

BRONZE & RED

Bronze Bridesmaid	9 wk.—Tall	x x	x x	x x	x x	x x						x x	x x	x x	Nov. 1	8A
Indianapolis Bronze	10 wk.—Tall	o o	o o	z z	z z	z z	z z	z z	z z	z z	z z	z z	z o	o o	Nov. 5	5D
Dk. Ind. Bronze	10 wk.—Tall	o o	o o	z z	z z	z z	z z	z z	z z	z z	z z	z z	z o	o o	Nov. 5	5D
BGA Blushing Mermaid (June '62)	10 wk.—Short	x x	x x	x x	x x	x x	x					x x	x x	x x	Nov. 5	8A
BGA Warhawk	10 wk.—Short	z z	z z	z z	z z	z z	z z	z z	z z	z z	z z	z z	z z	z z	Nov. 5	8A
Red Star	10 wk.—Med.	z z	z z	z z	z z	z z	z x	x x	x x	x z	z z	z z	z z	z z	Nov. 5	6C
BGA Bronze Scepter	10 wk.—Med.				x x	x x	x x	x x	x x	x x	x x	x x			Nov. 5	8A
BGA Scepter	10 wk.—Med.				x x	x x	x x	x x	x x	x x	x x	x x			Nov. 5	6A
Delaware	10 wk.—Short	x x	x x	x x	z z	z z	z z	z z	z z	x x	x x	x x	x x		Nov. 8	5D
Incurved Delaware	10 wk.—Short	x x	x x	x x	z z	z z	z z	z z	z z	x x	x x	x x	x x		Nov. 8	7D
Fujii Delaware	10 wk.—Short	x x	x x	x x	z z	z z					x x	x x	x x		Nov. 8	8A
Flaxen Princess Anne (June '62)	10 wk.—Tall	z z	z z	z z	z z	z z						z	z z	z z	Nov. 10	8A
Golden Gate	10 wk.—Tall	z z	z z	z z	z z	x x						z	z z	z z	Nov. 10	6C
Bronze Princess Anne	10 wk.—Tall	z z	z z	z z	z z	x x						z	z z	z z	Nov. 10	6C
Apricot Princess Anne	10 wk.—Tall	z z	z z	z z	z z	x x							z z	z z	Nov. 10	7A
Woking Scarlet	10 wk.—Tall	z z	z z	z z	z z									z z z	Nov. 10	6D
BGA Bronze Deluxe	10 wk.—Tall	z z	z z	z z	z z							z	z z	z z	Nov. 10	8A
Copperhead	10 wk.—Tall	x x	x x	x x	x x	x x						x	x x	x x	Nov. 10	7B
Vulcan	10 wk.—Tall	z z	z z	x x	x x	x x	x				x	x x	x x	z z	Nov. 11	8A
Red Humdinger	10 wk.—Med.			x x	x x	x x	x x					x x	x x	x	Nov. 11	7D
#2 Red Humdinger	10 wk.—Med.			x x	x x	x x	x x					x x	x x	x	Nov. 11	7D
Tan Vedova	11 wk.—Tall	x x	x x	x x	x x							x x	x x	x x	Nov. 15	8A
Valentine	11 wk.—Tall	z z	z z	z z	z z							z z	z z	z z	Nov. 20	7A
Calvert's Gold	11 wk.—Tall	z z	z z	z z	z z							z z	z z	z z	Nov. 20	8A
Calvert's Orange	11 wk.—Tall	z z	z z	z z	z z							z z	z z	z z	Nov. 20	8A
Clipper	11 wk.—Med.	z z	z z	z z	z z							z z	z z	z z	Nov. 20	8A
Bronze Venoya (June '62)	11 wk.—Tall	x x	x x	x x	x x								x x	x x	Nov. 22	8A

PINK

Perle Angevine	9 wk.—S.S.				0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	Nov. 1	8A	
BGA Bluebell (June '62)	9 wk.—Tall	z z	z z	z z	z z	z z	z				z z	z z	z z	Nov. 1	8A

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RECOMMENDED FLOWERING PERIODS

*See discount
schedule Page 2
Natural Bloom Price
Symbol

Variety	Resp.-Tmt.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.		
PINK continued															
Blue Ribbon	9 wk.—Med.			x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 1	6B
Dark Ribbon	9 wk.—Med.			x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 1	7C
Bridesmaid	9 wk.—Tall	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 1	6A
Queen of Pinks	9 wk.—Med.	x x	x x	x x	x x	x						x x	x x	Nov. 1	8A
Miss Olympia	9 wk.—Med.				z z	z z					z z	z z		Nov. 1	8A
Loubens	10 wk.—S.S.			o o	o o	o o	o o	o o	o o	o o	o o	o o	o o	Nov. 5	8A
Indianapolis Pink	10 wk.—Tall	o o	o o	z z	z z	z z					z z	z o	o o	Nov. 5	5D
BGA Mermaid	10 wk.—Short	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 5	6A
Portrait	10 wk.—Med.	x x	x x	x x	x x	x x					x x	x x	x x	Nov. 8	6A
Pink Portrait	10 wk.—Med.	x x	x x	x x	x x	x x					x x	x x	x x	Nov. 8	7A
Profile	10 wk.—Med.	x x	x x	x x	x x	x x					x x	x x	x x	Nov. 8	8A
Criterion	10 wk.—Med.	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 8	6C
BGA Caress	10 wk.—Tall	x x	x x	x x	x x	x x	x x				x x	x x	x x	Nov. 10	8A
Salmon Princess Anne (June '62)	10 wk.—Tall	z z	z z	z z	z z	x x						z z	z z	Nov. 10	8A
Princess Anne	10 wk.—Tall	z z	z z	z z	z z	x x					z	z z	z z	Nov. 10	6B
BGA Frolic	10 wk.—Tall	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	Nov. 10	7A
Personality	10 wk.—Med.	x x	x x	x x	x x	x x	x x				x x	x x	x x	Nov. 10	6C
Humdinger	10 wk.—Med.			x x	x x	x x	x x	x x	x x	x x	x x	x x	x	Nov. 10	6C
BGA Pink Deluxe	10 wk.—Tall	z z	z z	z z	z z	z z					z	z z	z z	Nov. 10	6B
BGA Heather	11 wk.—Tall	x x	x x	x x	x x	x x					x x	x x	x x	Nov. 15	8A
BGA Charm	11 wk.—Med.	x x	x x	x x	x x	x x					x x	x x	x x	Nov. 15	8A
BGA Blue Ridge	11 wk.—Tall	x x	x x	x x	x x	x x					x x	x x	x x	Nov. 15	8A
Vedova	11 wk.—Tall	x x	x x	x x	x x						x x	x x	x x	Nov. 15	7A
Calvert's Pink	11 wk.—Med.											x x	x x	Nov. 17	8A
Venoya	11 wk.—Tall	x x	x x	x x	x x							x x	x x	Nov. 22	7B

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BGA Commander



BGA Bluebell

BGA—Breeder Grower Agreement—BGA



1962 POT MUM TIMETABLE FOR 40°-50° N. LATITUDE

Single Stem Pots—Plant and shade same day. Duration of the crop is one week more than response of the variety

Plant	YODEREMINDER	Tmt.	Pinch	Lighting Period	Start Shade	Flowering Dates		
						9 wk.	10 wk.	11 wk.
Jan. 1, 1962	Use some Blue Ridge as a supplement for Princess Anne. It's a mighty fine pink pot mum.	S M T	Jan. 22	Jan. 1 —Jan. 29 Jan. 1 —Jan. 22 Jan. 1 —Jan. 15	No No No	Apr. 2 Mar. 26 Mar. 19	Apr. 9 Apr. 2 Mar. 26	Apr. 16 Apr. 9 Apr. 2
Jan. 8, 1962	Play it safe with your holiday crops and begin shading in mid-March.	S M T	Jan. 29	Jan. 8 —Feb. 5 Jan. 8 —Jan. 29 Jan. 8 —Jan. 22	Mar. 12 Mar. 12 Mar. 12	Apr. 9 Apr. 2 Mar. 26	Apr. 16 Apr. 9 Apr. 2	Apr. 23 Apr. 16 Apr. 9
Jan. 22, 1962	A weak starter solution after planting gets your pot plants off to a running start.	S M T	Feb. 5	Jan. 22—Feb. 12 Jan. 22—Feb. 5 Jan. 22—Jan. 29	Mar. 12 Mar. 12 Mar. 12	Apr. 16 Apr. 9 Apr. 2	Apr. 23 Apr. 16 Apr. 9	Apr. 30 Apr. 23 Apr. 16
Jan. 29, 1962	Plant now with tall treatment varieties for Easter.	S M T	Feb. 12	Jan. 29—Feb. 19 Jan. 29—Feb. 12 Jan. 29—Feb. 5	Mar. 12 Mar. 12 Mar. 12	Apr. 23 Apr. 16 Apr. 9	Apr. 30 Apr. 23 Apr. 16	May 7 Apr. 30 Apr. 23
Feb. 5, 1962	Don't overlook a few single stem pots in your program.	S M T	Feb. 19	Feb. 5 —Feb. 26 Feb. 5 —Feb. 19 Feb. 5 —Feb. 12	Mar. 12 Mar. 12 Mar. 12	Apr. 30 Apr. 23 Apr. 16	May 7 Apr. 30 Apr. 23	May 14 May 7 Apr. 30
Feb. 12, 1962	Plant medium treatment varieties this week for Mother's Day.	S M T	Feb. 26	Feb. 12—Mar. 5 Feb. 12—Feb. 26 Feb. 12—Feb. 19	Mar. 12 Mar. 12 Mar. 12	May 7 Apr. 30 Apr. 23	May 14 May 7 Apr. 30	May 21 May 14 May 7
Feb. 19, 1962	Single stem pots of Blazing Gold are outstanding in May. Crop time only 9 weeks.	S M T	Mar. 5	Feb. 19—Mar. 12 Feb. 19—Mar. 5 Feb. 19—Feb. 26	Mar. 12 Mar. 12 Mar. 12	May 14 May 7 Apr. 30	May 21 May 14 May 7	May 28 May 21 May 14
Feb. 26, 1962	Princess Annes get tall now. Switch to medium and short treatment varieties now for better height control.	S M T	Mar. 12	Feb. 26—Mar. 19 Feb. 26—Mar. 12 Feb. 26—Mar. 5	Mar. 19 Mar. 12 Mar. 12	May 21 May 14 May 7	May 28 May 21 May 14	June 4 May 28 May 21
Mar. 5, 1962	Plant for Memorial Day this week. Don't overlook garden varieties for Spring pots. See pages 12-13 for schedule.	S M T	Mar. 19	Mar. 5 —Mar. 26 Mar. 5 —Mar. 19 Mar. 5 —Mar. 12	Mar. 26 Mar. 19 Mar. 12	May 28 May 21 May 14	June 4 May 28 May 21	June 11 June 4 May 28
Mar. 19, 1962	Now that the holidays are past, plan to visit the Demonstration Flowering.	S M T	Apr. 2	Mar. 19—Apr. 2 Mar. 19—Mar. 26 No	Apr. 2 Mar. 26 Mar. 19	June 4 May 28 May 21	June 11 June 4 May 28	June 18 June 11 June 4
Mar. 26, 1962	Yellow Scepter never displays bronze tinges with a cool finish.	S M T	Apr. 9	Mar. 26—Apr. 9 Mar. 26—Apr. 2 No	Apr. 9 Apr. 2 Mar. 26	June 11 June 4 May 28	June 18 June 11 June 4	June 25 June 18 June 11
Apr. 2, 1962	Looking for a fast dependable white for summer? Try the new Mercury.	S M T	Apr. 16	Apr. 2 —Apr. 16 Apr. 2 —Apr. 9 No	Apr. 16 Apr. 9 Apr. 2	June 18 June 11 June 4	June 25 June 18 June 11	July 2 June 25 June 18
Apr. 9, 1962	Early disbudding provides larger flowers and shorter plants.	S M T	Apr. 23	Apr. 9 —Apr. 23 Apr. 9 —Apr. 16 No	Apr. 23 Apr. 16 Apr. 9	June 25 June 18 June 11	July 2 June 25 June 18	July 9 July 2 June 25
Apr. 16, 1962	Yellow Oregon Trail is a good yellow for summer.	S M T	Apr. 30	Apr. 16—Apr. 30 Apr. 16—Apr. 23 No	Apr. 30 Apr. 23 Apr. 16	July 2 June 25 June 18	July 9 July 2 June 25	July 16 July 9 July 2

1962 POT MUM TIMETABLE FOR 40°-50° N. LATITUDE



Single Stem Pots—Plant and shade same day. Duration of the crop is one week more than response of the variety

Plant	YODEREMINDER	Tmt.	Pinch	Lighting Period	Start Shade	Flowering Dates		
						9 wk.	10 wk.	11 wk.
Apr. 23, 1962	Mercury provides a more beautiful flower and stronger plant than Quicksilver. Be sure and give it tall treatment.	S M T	May 7	Apr. 23—May 7 Apr. 23—Apr. 30 No	May 7 Apr. 30 Apr. 23	July 9 July 2 June 25	July 16 July 9 July 2	July 23 July 16 July 9
Apr. 30, 1962	For short Golden Yellow Princess Anne in summer, try Phosfon! See GCN #10, page 5.	S M T	May 14	Apr. 30—May 14 Apr. 30—May 7 No	May 14 May 7 Apr. 30	July 16 July 9 July 2	July 23 July 16 July 9	July 30 July 23 July 16
May 7, 1962	Aphids can be a real problem now. See GCN #8 for suggested control.	S M T	May 21	May 7 —May 21 May 7 —May 14 No	May 21 May 14 May 7	July 23 July 16 July 9	July 30 July 23 July 16	Aug. 6 July 30 July 23
May 14, 1962	Warhawk has better summer color and a shorter habit than Red Star.	S M T	May 28	May 14—May 28 No No	May 28 May 21 May 14	July 30 July 23 July 16	Aug. 6 July 30 July 23	Aug. 13 Aug. 6 July 30
May 21, 1962	Keep young plants soft for maximum breaking action. Feed regularly, prevent wilting and allow enough time from plant to pinch.	S M T	June 4	No No No	June 4 May 28 May 21	Aug. 6 July 30 July 23	Aug. 13 Aug. 6 July 30	Aug. 20 Aug. 13 Aug. 6
May 28, 1962	Single stem Malou is beautiful now. It has its own built-in tranquilizer.	S M T	June 11	No No No	June 11 June 4 May 28	Aug. 13 Aug. 6 July 30	Aug. 20 Aug. 13 Aug. 6	Aug. 27 Aug. 20 Aug. 13
June 4, 1962	An ounce of prevention is worth a pound of cure. Use a preventive spray program.	S M T	June 18	No No No	June 18 June 11 June 4	Aug. 20 Aug. 13 Aug. 6	Aug. 27 Aug. 20 Aug. 13	Sep. 3 Aug. 27 Aug. 20
June 11, 1962	Grade your cuttings for the most uniform pots.	S M T	June 25	No No No	June 25 June 18 June 11	Aug. 27 Aug. 20 Aug. 13	Sep. 3 Aug. 27 Aug. 20	Sep. 10 Sep. 3 Aug. 27
June 18, 1962	Try the new Discovery for a summer yellow.	S M T	July 2	No No No	July 2 June 25 June 18	Sep. 3 Aug. 27 Aug. 20	Sep. 10 Sep. 3 Aug. 27	Sep. 17 Sep. 10 Sep. 3
June 25, 1962	Watch for heat delay. Shade till color if necessary.	S M T	July 9	No No No	July 9 July 2 June 25	Sep. 10 Sep. 3 Aug. 27	Sep. 17 Sep. 10 Sep. 3	Sep. 24 Sep. 17 Sep. 10
July 2, 1962	Mermaid is still the top pink during high temperatures.	S M T	July 16	No No No	July 16 July 9 July 2	Sep. 17 Sep. 10 Sep. 3	Sep. 24 Sep. 17 Sep. 10	Oct. 1 Sep. 24 Sep. 17
July 9, 1962	Don't knock out the roots at flowering time by overwatering.	S M T	July 23	No No No	July 23 July 16 July 9	Sep. 24 Sep. 17 Sep. 10	Oct. 1 Sep. 24 Sep. 17	Oct. 8 Oct. 1 Sep. 24
July 16, 1962	Unless it's a hot fall avoid carrying shade too long. Stop when buds swell.	S M T	July 30	No No No	July 30 July 23 July 16	Oct. 1 Sep. 24 Sep. 17	Oct. 8 Oct. 1 Sep. 24	Oct. 15 Oct. 8 Oct. 1
July 23, 1962	Under-feeding or marginal salts cause foilar breakdown on Red Star.	S M T	Aug. 6	No No No	Aug. 6 July 30 July 23	Oct. 8 Oct. 1 Sep. 24	Oct. 15 Oct. 8 Oct. 1	Oct. 22 Oct. 15 Oct. 8



1962 POT MUM TIMETABLE FOR 40°-50° N. LATITUDE

Single Stem Pots—Plant and shade same day. Duration of the crop is one week more than response of the variety

Plant	YODEREMINDER	Tmt.	Pinch	Lighting Period	Start Shade	Flowering Dates		
						9 wk.	10 wk.	11 wk.
July 30, 1962	If the Princess Annes get tall for you, consider waiting till early to mid-November before starting them.	S M T	Aug. 13	July 30—Aug. 13 July 30—Aug. 6 No	Aug. 13 Aug. 6 July 30	Oct. 15 Oct. 8 Oct. 1	Oct. 22 Oct. 15 Oct. 8	Oct. 29 Oct. 22 Oct. 15
Aug. 6, 1962	Don't combine Short and Tall varieties in one treatment.	S M T	Aug. 20	Aug. 6 —Aug. 20 Aug. 6 —Aug. 13 No	Aug. 20 Aug. 13 Aug. 6	Oct. 22 Oct. 15 Oct. 8	Oct. 29 Oct. 22 Oct. 15	Nov. 5 Oct. 29 Oct. 22
Aug. 13, 1962	To get the full effect of Phosfon don't let the roots grow out of the pot.	S M T	Aug. 27	Aug. 13—Aug. 27 Aug. 13—Aug. 20 No	Aug. 27 Aug. 20 Aug. 13	Oct. 29 Oct. 22 Oct. 15	Nov. 5 Oct. 29 Oct. 22	Nov. 12 Nov. 5 Oct. 29
Aug. 20, 1962	For an Oregon size flower on an Ice Follies chassis try Commander.	S M T	Sep. 3	Aug. 20—Sep. 3 Aug. 20—Aug. 27 No	Sep. 3 Aug. 27 Aug. 20	Nov. 5 Oct. 29 Oct. 22	Nov. 12 Nov. 5 Oct. 29	Nov. 19 Nov. 12 Nov. 5
Aug. 20, 1962	To get better drainage, add coarse perlite to your potting soil.	S M T	Sep. 3	Aug. 20—Sep. 10 Aug. 20—Sep. 3 Aug. 20—Aug. 27	Sep. 10 Sep. 3 Aug. 27	Nov. 12 Nov. 5 Oct. 29	Nov. 19 Nov. 12 Nov. 5	Nov. 26 Nov. 19 Nov. 12
Aug. 27, 1962	Ring the bell with Bluebell for a light pink pot mum.	S M T	Sep. 10	Aug. 27—Sep. 17 Aug. 27—Sep. 10 Aug. 27—Sep. 3	Sep. 17 Sep. 10 Sep. 3	Nov. 19 Nov. 12 Nov. 5	Nov. 26 Nov. 19 Nov. 12	Dec. 3 Nov. 26 Nov. 19
Sep. 3, 1962	Plant now with tall treatment varieties for Thanksgiving. Try Flaxen Princess Anne, it's a bright vivid bronze.	S M T	Sep. 17	Sep. 3 —Sep. 24 Sep. 3 —Sep. 17 Sep. 3 —Sep. 10	No No No	Nov. 26 Nov. 19 Nov. 12	Dec. 3 Nov. 26 Nov. 19	Dec. 10 Dec. 3 Nov. 26
Sep. 10, 1962	Wondering what these new varieties look like? Stop by and see our Year 'Round Demonstration Flowerings. See page 8 GCN #10 for details.	S M T	Sep. 24	Sep. 10—Oct. 1 Sep. 10—Sep. 24 Sep. 10—Sep. 17	No No No	Dec. 3 Nov. 26 Nov. 19	Dec. 10 Dec. 3 Nov. 26	Dec. 17 Dec. 10 Dec. 3
Sep. 17, 1962	Achievement's vigor pays dividends during the winter low light period. Use it to supplement Golden Yellow Princess Anne.	S M T	Oct. 1	Sep. 17—Oct. 8 Sep. 17—Oct. 1 Sep. 17—Sep. 24	No No No	Dec. 10 Dec. 3 Nov. 26	Dec. 17 Dec. 10 Dec. 3	Dec. 24 Dec. 17 Dec. 10
Sep. 24, 1962	For pointers on growing top quality Pot Mums, see GCN #4.	S M T	Oct. 8	Sep. 24—Oct. 15 Sep. 24—Oct. 8 Sep. 24—Oct. 1	No No No	Dec. 17 Dec. 10 Dec. 3	Dec. 24 Dec. 17 Dec. 10	Dec. 31 Dec. 24 Dec. 17
Oct. 1, 1962	Plant now for tall treatment Xmas pots. Vulcan makes a beautiful bright red for Single Stem Pots.	S M T	Oct. 15	Oct. 1 —Oct. 22 Oct. 1 —Oct. 15 Oct. 1 —Oct. 8	No No No	Dec. 24 Dec. 17 Dec. 10	Dec. 31 Dec. 24 Dec. 17	Jan. 7 Dec. 31 Dec. 24
Oct. 8, 1962	For a blush of coral in your Mermaid try Blushing Mermaid for fall, winter and spring.	S M T	Oct. 22	Oct. 8 —Oct. 29 Oct. 8 —Oct. 22 Oct. 8 —Oct. 15	No No No	Dec. 31 Dec. 24 Dec. 17	Jan. 7 Dec. 31 Dec. 24	Jan. 14 Jan. 7 Dec. 31
Oct. 15, 1962	Try Commander! Welcome aboard.	S M T	Oct. 29	Oct. 15—Nov. 5 Oct. 15—Oct. 29 Oct. 15—Oct. 22	No No No	Jan. 7 Dec. 31 Dec. 24	Jan. 14 Jan. 7 Dec. 31	Jan. 21 Jan. 14 Jan. 7

1962 POT MUM TIMETABLE FOR 40°-50° N. LATITUDE



Single Stem Pots—Plant and shade same day. Duration of the crop is one week more than response of the variety

Plant	YODEREMINDER	Tmt.	Pinch	Lighting Period	Start Shade	Flowering Dates		
						9 wk.	10 wk.	11 wk.
Oct. 22, 1962	For better quality winter pots finish sixes at 14 x 14.	S	Nov. 5	Oct. 22—Nov. 12	No	Jan. 14	Jan. 21	Jan. 28
		M		Oct. 22—Nov. 5	No	Jan. 7	Jan. 14	Jan. 21
		T		Oct. 22—Oct. 29	No	Dec. 31	Jan. 7	Jan. 14
Oct. 29, 1962	Temperatures below 60° during this period will cause uneven flowerings.	S	Nov. 12	Oct. 29—Nov. 19	No	Jan. 21	Jan. 28	Feb. 4
		M		Oct. 29—Nov. 12	No	Jan. 14	Jan. 21	Jan. 28
		T		Oct. 29—Nov. 5	No	Jan. 7	Jan. 14	Jan. 21
Nov. 5, 1962	It's hard to beat the tall treatment varieties during this period. Crop time is two weeks less than short treatment varieties.	S	Nov. 19	Nov. 5 —Nov. 26	No	Jan. 28	Feb. 4	Feb. 11
		M		Nov. 5 —Nov. 19	No	Jan. 21	Jan. 28	Feb. 4
		T		Nov. 5 —Nov. 12	No	Jan. 14	Jan. 21	Jan. 28
Nov. 12, 1962	Ice Follies and Commander make excellent white companions for the Princess Annes.	S	Nov. 26	Nov. 12—Dec. 3	No	Feb. 4	Feb. 11	Feb. 18
		M		Nov. 12—Nov. 26	No	Jan. 28	Feb. 4	Feb. 11
		T		Nov. 12—Nov. 19	No	Jan. 21	Jan. 28	Feb. 4
Nov. 19, 1962	Plant for Valentine's Day. With proper spacing mid-winter flowerings of Woking Scarlet should not be too tall.	S	Dec. 3	Nov. 19—Dec. 10	No	Feb. 11	Feb. 18	Feb. 25
		M		Nov. 19—Dec. 3	No	Feb. 4	Feb. 11	Feb. 18
		T		Nov. 19—Nov. 26	No	Jan. 28	Feb. 4	Feb. 11
Nov. 19, 1962	Customers tired of Snow Crystal? Starburst has a more artistic flower and a stronger plant.	S	Dec. 10	Nov. 19—Dec. 17	No	Feb. 18	Feb. 25	Mar. 4
		M		Nov. 19—Dec. 10	No	Feb. 11	Feb. 18	Feb. 25
		T		Nov. 19—Dec. 3	No	Feb. 4	Feb. 11	Feb. 18
Nov. 26, 1962	Light interference from another bed or house can delay flowerings.	S	Dec. 17	Nov. 26—Dec. 24	No	Feb. 25	Mar. 4	Mar. 11
		M		Nov. 26—Dec. 17	No	Feb. 18	Feb. 25	Mar. 4
		T		Nov. 26—Dec. 10	No	Feb. 11	Feb. 18	Feb. 25
Dec. 3, 1962	Looking for a Bronze Spider for pots? Try the new Bronze Bridesmaid. Give it 9 week tall treatment.	S	Dec. 24	Dec. 3 —Dec. 31	No	Mar. 4	Mar. 11	Mar. 18
		M		Dec. 3 —Dec. 24	No	Feb. 25	Mar. 4	Mar. 11
		T		Dec. 3 —Dec. 17	No	Feb. 18	Feb. 25	Mar. 4
Dec. 10, 1962	A cool finish puts quality and substance into your pot mums.	S	Dec. 31	Dec. 10—Jan. 7	No	Mar. 11	Mar. 18	Mar. 25
		M		Dec. 10—Dec. 31	No	Mar. 4	Mar. 11	Mar. 18
		T		Dec. 10—Dec. 24	No	Feb. 25	Mar. 4	Mar. 11
Dec. 17, 1962	We can't stop talking about the delicate pink color of Bluebell. Use 9 week tall treatment.	S	Jan. 7	Dec. 17—Jan. 14	No	Mar. 18	Mar. 25	Apr. 1
		M		Dec. 17—Jan. 7	No	Mar. 11	Mar. 18	Mar. 25
		T		Dec. 17—Dec. 31	No	Mar. 4	Mar. 11	Mar. 18
Dec. 24, 1962	It's hard to beat the Princess Annes for Single Stem Pots. Sell a crop in ten weeks.	S	Jan. 14	Dec. 24—Jan. 21	No	Mar. 25	Apr. 1	Apr. 8
		M		Dec. 24—Jan. 14	No	Mar. 18	Mar. 25	Apr. 1
		T		Dec. 24—Jan. 7	No	Mar. 11	Mar. 18	Mar. 25
Dec. 31, 1962	To be sure and hit your due dates, start shading in mid-March.	S	Jan. 21	Dec. 31—Jan. 28	No	Apr. 1	Apr. 8	Apr. 15
		M		Dec. 31—Jan. 21	No	Mar. 25	Apr. 1	Apr. 8
		T		Dec. 31—Jan. 14	No	Mar. 18	Mar. 25	Apr. 1
Jan. 7, 1963	Blazing Gold makes beautiful single stem pots in early spring. Crop time 9 weeks.	S	Jan. 28	Jan. 7 —Feb. 4	Mar. 11	Apr. 8	Apr. 15	Apr. 22
		M		Jan. 7 —Jan. 28	Mar. 11	Apr. 1	Apr. 8	Apr. 15
		T		Jan. 7 —Jan. 21	Mar. 11	Mar. 25	Apr. 1	Apr. 8
Jan. 21, 1963	For Easter plant this week with 10 week tall treatment varieties. They will be tops.	S	Feb. 4	Jan. 21—Feb. 11	Mar. 11	Apr. 15	Apr. 22	Apr. 29
		M		Jan. 21—Feb. 4	Mar. 11	Apr. 8	Apr. 15	Apr. 22
		T		Jan. 21—Jan. 28	Mar. 11	Apr. 1	Apr. 8	Apr. 15



1962 POT MUM TIMETABLE FOR 40°-50° N. LATITUDE

Single Stem Pots—Plant and shade same day. Duration of the crop is one week more than response of the variety

Plant	YODEREMINDER	Tmt.	Pinch	Lighting Period	Start Shade	Flowering Dates		
						9 wk.	10 wk.	11 wk.
Jan. 28, 1963	Do not force by raising your house temperatures.	S M T	Feb. 11	Jan. 28—Feb. 18 Jan. 28—Feb. 11 Jan. 28—Feb. 4	Mar. 11 Mar. 11 Mar. 11	Apr. 22 Apr. 15 Apr. 8	Apr. 29 Apr. 22 Apr. 15	May 6 Apr. 29 Apr. 22
Feb. 4, 1963	Planning on growing Garden Varieties for Spring Pots? See page 13 for details.	S M T	Feb. 18	Feb. 4 —Feb. 25 Feb. 4 —Feb. 18 Feb. 4 —Feb. 11	Mar. 11 Mar. 11 Mar. 11	Apr. 29 Apr. 22 Apr. 15	May 6 Apr. 29 Apr. 22	May 13 May 6 Apr. 29
Feb. 11, 1963	Medium treatment varieties — plant now for Mother's Day. Short treatment varieties a week earlier. Tall varieties next week.	S M T	Feb. 25	Feb. 11—Mar. 4 Feb. 11—Feb. 25 Feb. 11—Feb. 18	Mar. 11 Mar. 11 Mar. 11	May 6 Apr. 29 Apr. 22	May 13 May 6 Apr. 29	May 20 May 13 May 6
Feb. 18, 1963	Many tall treatment varieties get too tall now. For height control switch to short and medium treatment varieties.	S M T	Mar. 4	Feb. 18—Mar. 11 Feb. 18—Mar. 4 Feb. 18—Feb. 25	Mar. 11 Mar. 11 Mar. 11	May 13 May 6 Apr. 29	May 20 May 13 May 6	May 27 May 20 May 13
Feb. 25, 1963	Plant now for Memorial Day with medium treatment varieties.	S M T	Mar. 11	Feb. 25—Mar. 18 Feb. 25—Mar. 11 Feb. 25—Mar. 4	Mar. 18 Mar. 11 Mar. 11	May 20 May 13 May 6	May 27 May 20 May 13	June 3 May 27 May 20
Mar. 4, 1963	For a fast white pot mum grow the new Mercury.	S M T	Mar. 18	Mar. 4 —Mar. 25 Mar. 4 —Mar. 18 Mar. 4 —Mar. 11	Mar. 25 Mar. 18 Mar. 11	May 27 May 20 May 13	June 3 May 27 May 20	June 10 June 3 May 27
Mar. 18, 1963	Mermaid will frequently respond ahead of Delaware. Allow for this.	S M T	Apr. 1	Mar. 18—Apr. 1 Mar. 18—Mar. 25 No	Apr. 1 Mar. 25 Mar. 18	June 3 May 27 May 20	June 10 June 3 May 27	June 17 June 10 June 3
Mar. 25, 1963	Shoemith's new yellow pot mum Discovery is a real find.	S M T	Apr. 8	Mar. 25—Apr. 8 Mar. 25—Apr. 1 No	Apr. 8 Apr. 1 Mar. 25	June 10 June 3 May 27	June 17 June 10 June 3	June 24 June 17 June 10
Apr. 1, 1963	Scepter bronze for you now? Try the new Yellow Scepter, it's always yellow.	S M T	Apr. 15	Apr. 1 —Apr. 15 Apr. 1 —Apr. 8 No	Apr. 15 Apr. 8 Apr. 1	June 17 June 10 June 3	June 24 June 17 June 10	July 1 June 24 June 17
Apr. 8, 1963	Now that the holidays are past, stop by and see the year 'round Demonstration Flowering.	S M T	Apr. 22	Apr. 8 —Apr. 22 Apr. 8 —Apr. 15 No	Apr. 22 Apr. 15 Apr. 8	June 24 June 17 June 10	July 1 June 24 June 17	July 8 July 1 June 24
Apr. 15, 1963	A good preventive spray program will save you headaches.	S M T	Apr. 29	Apr. 15—Apr. 29 Apr. 15—Apr. 22 No	Apr. 29 Apr. 22 Apr. 15	July 1 June 24 June 17	July 8 July 1 June 24	July 15 July 8 July 1
Apr. 22, 1963	Watch Quicksilver and Oregon at flowering. Overwatering them can knock out the roots.	S M T	May 6	Apr. 22—May 6 Apr. 22—Apr. 29 No	May 6 Apr. 29 Apr. 22	July 8 July 1 June 24	July 15 July 8 July 1	July 22 July 15 July 8
Apr. 29, 1963	Use of aster cloth at color holds color and reduces sunburn.	S M T	May 13	Apr. 29—May 13 Apr. 29—May 6 No	May 13 May 6 Apr. 29	July 15 July 8 July 1	July 22 July 15 July 8	July 29 July 22 July 15
May 6, 1963	For summer it's hard to beat Yellow Oregon Trail.	S M T	May 20	May 6 —May 20 May 6 —May 13 No	May 20 May 13 May 6	July 22 July 15 July 8	July 29 July 22 July 15	Aug. 5 July 29 July 22

1962 POT MUM TIMETABLE FOR 40°-50° N. LATITUDE



Single Stem Pots—Plant and shade same day. Duration of the crop is one week more than response of the variety

Plant	YODEREMINDER	Tmt.	Pinch	Lighting Period	Start Shade	Flowering Dates		
						9 wk.	10 wk.	11 wk.
May 13, 1963	For the most number of breaks keep growth soft until breaks are well established.	S M T	May 27	May 13—May 27 No No	May 27 May 20 May 13	July 29 July 22 July 15	Aug. 5 July 29 July 22	Aug. 12 Aug. 5 July 29
May 20, 1963	Foliar problems are sometimes caused by emulsifiable concentrates. It's safer to stick with wettable powders.	S M T	June 3	No No No	June 3 May 27 May 20	Aug. 5 July 29 July 22	Aug. 12 Aug. 5 July 29	Aug. 19 Aug. 12 Aug. 5
May 27, 1963	Have a cultural problem? May we help?	S M T	June 10	No No No	June 10 June 3 May 27	Aug. 12 Aug. 5 July 29	Aug. 19 Aug. 12 Aug. 5	Aug. 26 Aug. 19 Aug. 12
June 3, 1963	Crops are growing rapidly during this period. Don't starve them.	S M T	June 17	No No No	June 17 June 10 June 3	Aug. 19 Aug. 12 Aug. 5	Aug. 26 Aug. 19 Aug. 12	Sep. 2 Aug. 26 Aug. 19
June 10, 1963	Phosfon may be of value to you at this time.	S M T	June 24	No No No	June 24 June 17 June 10	Aug. 26 Aug. 19 Aug. 12	Sep. 2 Aug. 26 Aug. 19	Sep. 9 Sep. 2 Aug. 26
June 17, 1963	Wonder if the new varieties take the heat? Drop by the Demonstration Flowering.	S M T	July 1	No No No	July 1 June 24 June 17	Sep. 2 Aug. 26 Aug. 19	Sep. 9 Sep. 2 Aug. 26	Sep. 16 Sep. 9 Sep. 2
June 24, 1963	If you find a sport, we will be glad to test it for you.	S M T	July 8	No No No	July 8 July 1 June 24	Sep. 9 Sep. 2 Aug. 26	Sep. 16 Sep. 9 Sep. 2	Sep. 23 Sep. 16 Sep. 9
July 1, 1963	Early disbudding improves size and controls height.	S M T	July 15	No No No	July 15 July 8 July 1	Sep. 16 Sep. 9 Sep. 2	Sep. 23 Sep. 16 Sep. 9	Sep. 30 Sep. 23 Sep. 16
July 8, 1963	Mercury leads the list of white pot mums now.	S M T	July 22	No No No	July 22 July 15 July 8	Sep. 23 Sep. 16 Sep. 9	Sep. 30 Sep. 23 Sep. 16	Oct. 7 Sep. 30 Sep. 23
July 15, 1963	A half inch of coarse perlite on the bottom of the pot improves drainage.	S M T	July 29	No No No	July 29 July 22 July 15	Sep. 30 Sep. 23 Sep. 16	Oct. 7 Sep. 30 Sep. 23	Oct. 14 Oct. 7 Sep. 30
July 22, 1963	Miss Olympia will be superb now.	S M T	Aug. 5	No No No	Aug. 5 July 29 July 22	Oct. 7 Sep. 30 Sep. 23	Oct. 14 Oct. 7 Sep. 30	Oct. 21 Oct. 14 Oct. 7
July 29, 1963	Now is the time to start lights. Have you looked into cyclic lighting?	S M T	Aug. 12	July 29—Aug. 12 July 29—Aug. 5 No	Aug. 12 Aug. 5 July 29	Oct. 14 Oct. 7 Sep. 30	Oct. 21 Oct. 14 Oct. 7	Oct. 28 Oct. 21 Oct. 14
Aug. 5, 1963	Plant shallow and water in with a dilute feed for a fast takeoff.	S M T	Aug. 19	Aug. 5—Aug. 19 Aug. 5—Aug. 12 No	Aug. 19 Aug. 12 Aug. 5	Oct. 21 Oct. 14 Oct. 7	Oct. 28 Oct. 21 Oct. 14	Nov. 4 Oct. 28 Oct. 21
Aug. 12, 1963	Sterilizing soil just before potting provides best results.	S M T	Aug. 26	Aug. 12—Aug. 26 Aug. 12—Aug. 19 No	Aug. 26 Aug. 19 Aug. 12	Oct. 28 Oct. 21 Oct. 14	Nov. 4 Oct. 28 Oct. 21	Nov. 11 Nov. 4 Oct. 28
Aug. 19, 1963	Bluebell and Blue Ridge provide a wide range of form and color in pink pot mums.	S M T	Sep. 2	Aug. 19—Sep. 2 Aug. 19—Aug. 26 No	Sep. 2 Aug. 26 Aug. 19	Nov. 4 Oct. 28 Oct. 21	Nov. 11 Nov. 4 Oct. 28	Nov. 18 Nov. 11 Nov. 4



EARLY VARIETY PROGRAM FOR SPRING POTS AND THE BEST NATURAL SEASON GARDEN VARIETIES

RECOMMENDED FLOWERING PERIODS

*See discount
schedule Page 2
Natural Bloom Price
Symbol

Variety	Resp.-Tmt.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.		
WHITE															
White Cushion	7 wk.—Med.									x				Sep. 25	8A
Ostosa	7 wk.—Short				x x	x x	x			x				Sep. 25	7B
Larry	7 wk.—Med.				x x	x x	x				x			Oct. 1	8A
Chris. Columbus	7 wk.—Short				x x	x x	x				x			Oct. 1	8A
Corsage Cushion	7 wk.—Short				x x	x x	x				x			Oct. 1	8A
Jessamine Williams	7 wk.—Med.				x x	x x	x				x			Oct. 1	8A
BGA Diamond	7 wk.—Short				x x	x x	x				x			Oct. 5	8A
Joan-Ette	8 wk.—Med.				x x	x x	x				x			Oct. 15	8A
Gardenia	8 wk.—Med.				x x	x x	x				x			Oct. 15	8A
YELLOW															
Golden Cushion	7 wk.—Med.									x				Sep. 25	8A
Yel. Chris. Columbus	7 wk.—Short				x x	x x	x				x			Oct. 1	8A
BGA Gay Blade	7 wk.—Short				x x	x x	x				x			Oct. 1	8A
Astoria	7 wk.—Med.				x x	x x	x				x			Oct. 5	8A
Charles Nye	7 wk.—Med.				x x	x x	x				x			Oct. 5	8A
Yellow Spoon	7 wk.—Med.				x x	x x	x				x			Oct. 5	8A
King's Ransom	7 wk.—Med.				x x	x x	x				x			Oct. 10	8A
Ethel Waters	7 wk.—Med.				x x	x x	x				x			Oct. 10	8A
Peking	8 wk.—Med.				x x	x x	x				x			Oct. 15	8A
BRONZE & RED															
Minnehaha	7 wk.—Med.				x x	x x	x			x				Sep. 15	8A
Mesabi	7 wk.—Med.				x x	x x	x			x				Sep. 20	8A
Commander Cushion	7 wk.—Med.									x				Sep. 25	8A
Champion Cushion	7 wk.—Med.									x				Sep. 25	8A
Ruby Mound	7 wk.—Short				x x	x x	x			x				Sep. 25	8A
Coral Mist	7 wk.—Med.				x x	x x	x			x				Sep. 25	8A
Lipstick	7 wk.—Short				x x	x x	x				x			Oct. 5	8A
Remembrance	7 wk.—Short				x x	x x	x				x			Oct. 5	8A
Rustic	7 wk.—Short				x x	x x	x				x			Oct. 5	8A
Red Mischief	7 wk.—Med.				x x	x x	x				x			Oct. 10	8A
Dolli-Ette	7 wk.—Med.				x x	x x	x				x			Oct. 10	8A
Cheyenne	8 wk.—Med.				x x	x x	x				x			Oct. 15	8A
Radiance	8 wk.—Med.				x x	x x	x				x			Oct. 15	8A
BGA Zest	8 wk.—Med.				x x	x x	x				x			Oct. 15	8A
Resolute	8 wk.—Med.				x x	x x	x				x			Oct. 15	8A

Jan. Feb. Mar. Apr. May June July Aug. Sep. Oct. Nov. Dec.

x — Recommended for Pinched Pots
o — Recommended only for Single Stem Pots
z — Recommended for both Pinched and Single Stem Pots

BGA—Breeder Grower Agreement—BGA

EARLY VARIETY PROGRAM FOR SPRING POTS AND THE BEST NATURAL SEASON GARDEN VARIETIES



RECOMMENDED FLOWERING PERIODS

*See discount
schedule Page 2
Natural Price
Bloom Symbol

Variety	Resp.-Tmt.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.		
PINK															
Minnpink	7 wk.—Med.				x x	x x	x			x				Sep. 25	8A
Purple Waters	7 wk.—Short				x x	x x	x			x				Sep. 25	8A
Major Cushion	7 wk.—Med.									x				Sep. 25	8A
Spellbound	7 wk.—Med.				x x	x x	x				x			Oct. 1	8A
Cecelia	7 wk.—Short				x x	x x	x				x			Oct. 1	8A
Jeweltone	7 wk.—Med.				x x	x x	x				x			Oct. 1	8A
Ann Ladygo	7 wk.—Short				x x	x x	x				x			Oct. 5	7D
Mischief	7 wk.—Med.				x x	x x	x				x			Oct. 10	8A
Joybringer	7 wk.—Short				x x	x x	x				x			Oct. 10	8A
BGA Raspberry Ice	7 wk.—Med.				x x	x x	x				x			Oct. 10	8A
Alert	7 wk.—Med.				x x	x x	x				x			Oct. 14	8A
#2 Fuchsia Fairy	7 wk.—Med.				x x	x x	x				x			Oct. 14	8A
Fuchsia Fairy	7 wk.—Med.				x x	x x	x				x			Oct. 14	8A
Royal-Ette	8 wk.—Med.				x x	x x	x				x			Oct. 15	8A

Time Table for Lighted Spring Pots of Early Garden Varieties at 60° Minimum Temperatures

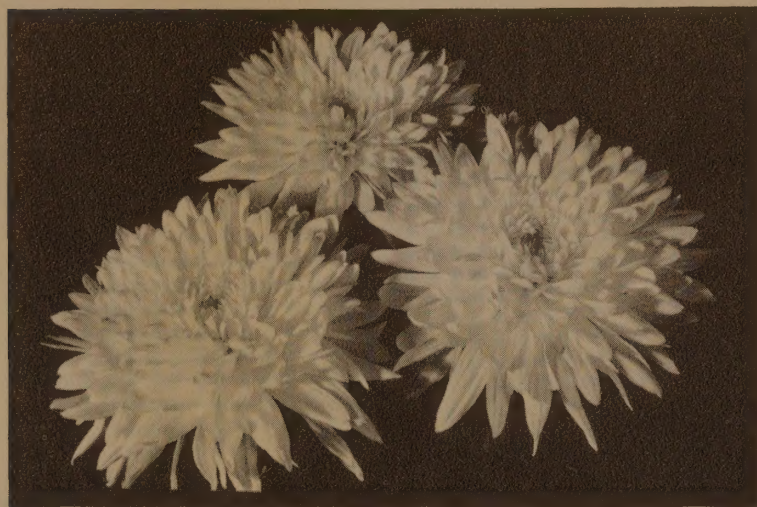
Plant	Tmt.	Pinch	Lighting Period	Shade	Flowering Dates	
					7 wks.	8 wks.
Jan. 29, 1962	S	Feb. 12	Jan. 29—Feb. 19	No	Apr. 9	Apr. 16
	M		Jan. 29—Feb. 12	No	Apr. 2	Apr. 9
Feb. 5, 1962	S	Feb. 19	Feb. 5 —Feb. 26	No	Apr. 16	Apr. 23
	M		Feb. 5 —Feb. 19	No	Apr. 9	Apr. 16
Feb. 12, 1962	S	Feb. 26	Feb. 12—Mar. 5	Apr. 2	Apr. 23	Apr. 30
	M		Feb. 12—Feb. 26	Apr. 2	Apr. 16	Apr. 23
Feb. 19, 1962	S	Mar. 5	Feb. 19—Mar. 12	Apr. 2	Apr. 30	May 7
	M		Feb. 19—Mar. 5	Apr. 2	Apr. 23	Apr. 30
Feb. 26, 1962	S	Mar. 12	Feb. 26—Mar. 19	Apr. 2	May 7	May 14
	M		Feb. 26—Mar. 12	Apr. 2	Apr. 30	May 7
Mar. 5, 1962	S	Mar. 19	Mar. 5 —Mar. 26	Apr. 2	May 14	May 21
	M		Mar. 5 —Mar. 19	Apr. 2	May 7	May 14
Mar. 19, 1962	S	Apr. 2	Mar. 19—Apr. 2	Apr. 2	May 21	May 28
	M		Mar. 19—Mar. 26	Apr. 2	May 14	May 21
Mar. 26, 1962	S	Apr. 9	Mar. 26—Apr. 9	Apr. 9	May 28	June 4
	M		Mar. 26—Apr. 2	Apr. 2	May 21	May 28

Time Table for NO LIGHT and NO SHADE Spring Pots of Early Garden Varieties at 60° Minimum Temperatures

Plant (Do Not Light)	Pinch Soft	Flower	
Feb. 19, 1962	Mar. 5	Apr. 16, 1962	Easter Crop
Feb. 26, 1962	Mar. 12	Apr. 23, 1962	
Mar. 5, 1962	Mar. 19	Apr. 30, 1962	
Mar. 12, 1962	Mar. 26	May 7, 1962	Mother's Day Crop
Mar. 19, 1962	Apr. 2	May 14, 1962	
Mar. 26, 1962	Apr. 9	May 21, 1962	
Apr. 2, 1962	Apr. 16	May 28, 1962	Memorial Day Crop
Apr. 9, 1962	Apr. 23	June 4, 1962	



HAVE YOU TRIED THESE NEW POT MUM VARIETIES IN YOUR PROGRAM?



Mercury



Warhawk



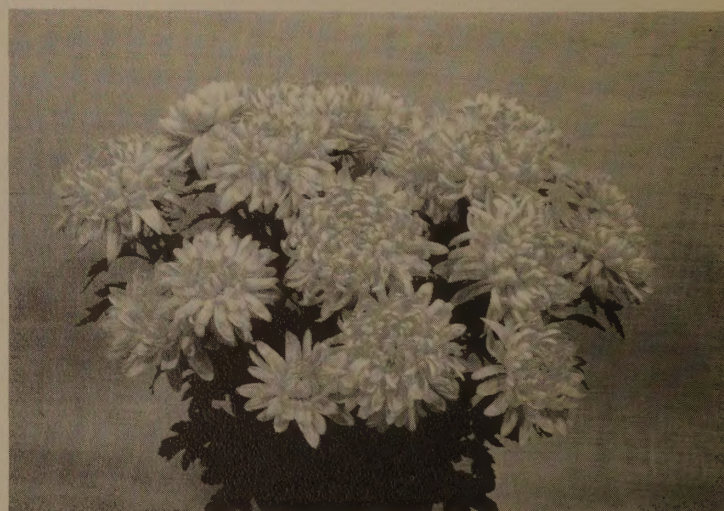
Miss Olympia



Blue Ridge



Starburst



Achievement

YOUR HOLIDAY CALENDAR

YEAR	VALENTINE'S DAY	EASTER	MOTHER'S DAY	MEMORIAL DAY	SWEETEST DAY	THANKSGIVING	CHRISTMAS
1962	FEB. 14	APRIL 22	MAY 13	MAY 30	OCT. 20	NOV. 22	DEC. 25
1963	FEB. 14	APRIL 14	MAY 12	MAY 30	OCT. 19	NOV. 28	DEC. 25

1962

1963

JANUARY

Sun	Mon	Tues	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JULY

Sun	Mon	Tues	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JANUARY

Sun	Mon	Tues	Wed	Thur	Fri	Sat
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JULY

Sun	Mon	Tues	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY

Sun	Mon	Tues	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

AUGUST

Sun	Mon	Tues	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

Sun	Mon	Tues	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

AUGUST

Sun	Mon	Tues	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

MARCH

Sun	Mon	Tues	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER

Sun	Mon	Tues	Wed	Thur	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MARCH

Sun	Mon	Tues	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER

Sun	Mon	Tues	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

APRIL

Sun	Mon	Tues	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER

Sun	Mon	Tues	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL

Sun	Mon	Tues	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER

Sun	Mon	Tues	Wed	Thur	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MAY

Sun	Mon	Tues	Wed	Thur	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER

Sun	Mon	Tues	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY

Sun	Mon	Tues	Wed	Thur	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER

Sun	Mon	Tues	Wed	Thur	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JUNE

Sun	Mon	Tues	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER

Sun	Mon	Tues	Wed	Thur	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE

Sun	Mon	Tues	Wed	Thur	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER

Sun	Mon	Tues	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



TRADEMARK